



the FUTURE of Media Planning

Radio Tab

User Manual

2011

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Information

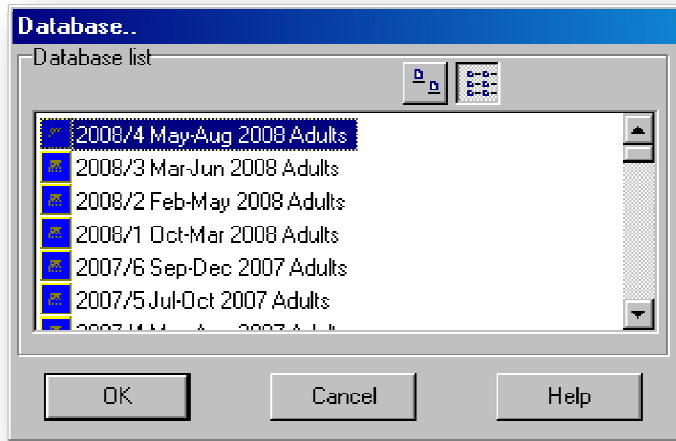
Radio Tab makes complex coding such as finding solus listening, average hours and share of listening by daypart are already pre-coded within the Radiotab software. In many cases it's as simple as adding an extra Data Item to the run. No coding is necessary. The user can now export the tabbed run to Excel with the click of a button.

RadioTab					
Default	Data Items	Decimal places	Filter	Highlight	Colour Tiles
Reach	1,700.5	435.1	1,399.0	1,356.9	2,258
%Reach	28.8	38.7	22.0	23.9	21
Impacts	44,342.6	8,199.1	27,697.6	41,811.2	62,450
el Reach	123.1	35.7	79.8	93.0	156
%Share	0.2	0.3	0.1	0.2	0
Reach	195.1	50.3	163.6	261	
%Reach	50.3	62	44.3	38	
Impacts	6,683.2	1,976	4,987.7	8,964	
el Reach	195.1	50.3	163.6	261	
%Share	0.3	0.2	0.2	0	
Reach	232.5	76.2	152.5	163.8	276
%Reach	43.6	60.4	25.7	31.7	25
Impacts	7,760.1	2,079.8	3,902.0	5,014.6	
el Reach	233.5	76.2	152.5	163.8	
%Share	0.4	0.5	0.2	0	

RADIO
TAB

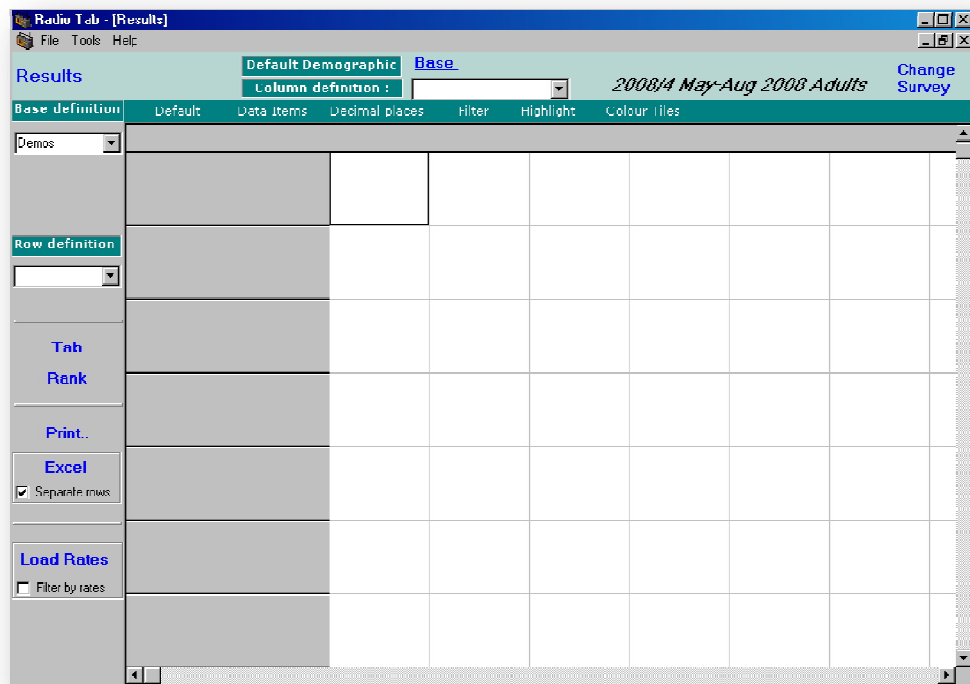
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Getting Started



The user needs to select the required diary to be used. The diaries are displayed in date order.

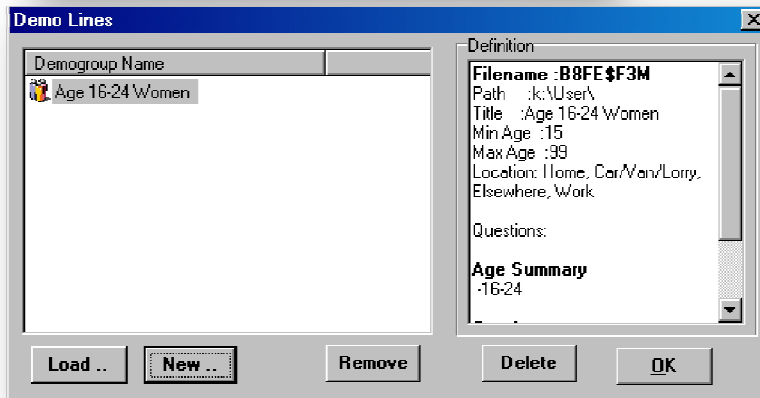
After the user selected the relevant diary, the crosstabbing screen appears with column and row options



Audience

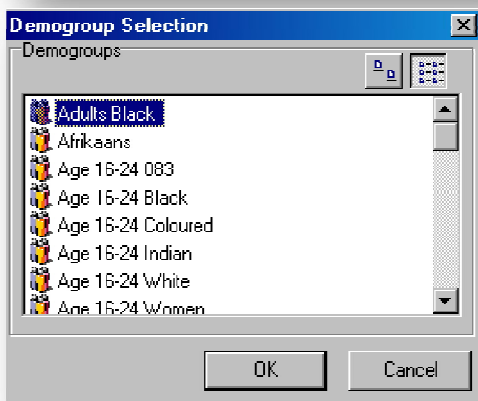


The user needs to define the target market by clicking on the Default demographic button at the top middle of the screen.

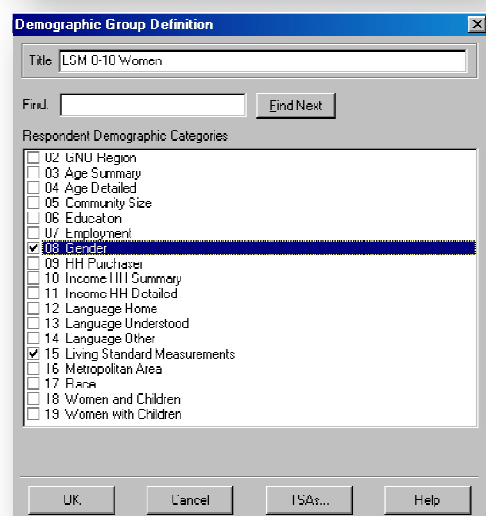


After clicking on the default demographic button, the user is prompted to create a demographic group.

The last used target market will appear on the screen with the file information. The user can either load or create a new target market.



Load: When the user click on Load, it opens up the RBP saved audience file



New: If the user clicks on New, Radio Tab will open up the Demographic Group Definition window. The user needs to add a title which will be displayed in the top screen. After the title has been given, the user now needs to select the relevant demographics. The coding has been simplified for the user by introducing a screen with the different demographic which the user simply just select the demographics and the programme adds in the logic is automatically added thus the user do not need to use "AND" or "OR" between codes.

Note: Radio diaries do not have the option to do an exact age.

Column / Row Definitions

Column definition :	
Data Items	Decimal place
	Qhrs
	Half Hrs
	Hours
	Dayparts
	Timebands
	Days
	Stations
	Demos
	Regions
	TSA

Row definition
Qhrs
Half Hrs
Hours
Dayparts
Timebands
Days
Stations
Demos
Regions
TSA

The user needs to select a column and a row definition. These two definitions cannot be the same.

The base of the run can be set up in two different ways. The user can set it up by using either demographics, station or by a specific timeband (only one timeband can be used).

Base definition
Demos
Stations
Demos
Timeband
TSA

Timebands

Timebands can now be created and saved to be loaded at a later stage. The user simply highlight the quarter hours and the days that it should be used. After highlighting the relevant information, the user need to select one of the 4 options provided.

Any of: This will combine whatever is selected into one code.

The screenshot shows the 'Timebands' dialog box. On the left, under 'Definition', a list of quarter hours from 00:00 to 08:15 is visible. In the center, the 'Any of ..' option is selected. On the right, under 'Timebands', the 'No Current Timebands' list is empty. At the bottom, there are buttons for 'Clear Grid', 'Cancel', and 'OK'.

The screenshot shows the 'Timebands' dialog box. On the left, under 'Definition', a list of quarter hours from 02:15 to 12:30 is visible. In the center, the 'Separate by Day' option is selected. On the right, under 'Timebands', the 'No Current Timebands' list is empty. At the bottom, there are buttons for 'Clear Grid', 'Cancel', and 'OK'.

The screenshot shows the 'Timebands' dialog box. On the left, under 'Definition', a list of quarter hours from 02:15 to 12:30 is visible. In the center, the 'Separate by QHR' option is selected. On the right, under 'Timebands', the 'No Current Timebands' list is empty. At the bottom, there are buttons for 'Clear Grid', 'Cancel', and 'OK'.

Separate by day: This will group the quarter hours together and display it by individual days.

The screenshot shows the 'Timebands' dialog box. On the left, under 'Definition', a list of quarter hours from 02:15 to 12:30 is visible. In the center, the 'Separate All' option is selected. On the right, under 'Timebands', the 'No Current Timebands' list is empty. At the bottom, there are buttons for 'Clear Grid', 'Cancel', and 'OK'.

Separate by QHR: This will group the days together and display it by individual quarter hours.

The screenshot shows the 'Timebands' dialog box. On the left, under 'Definition', a list of quarter hours from 02:15 to 12:30 is visible. In the center, the 'Separate by Day' option is selected. On the right, under 'Timebands', the 'No Current Timebands' list is empty. At the bottom, there are buttons for 'Clear Grid', 'Cancel', and 'OK'.

Separate All: This will take each quarter hour and combine it with each day of the week separately.

Station Selection

Station Label	Waves	Hours	Reach	Reach %	Region	TV Region	Location	Populati...	Av. Rati...	Av. CPT	Av. CPP	SI. Re
<input type="checkbox"/> 567 CapeTalk	(Q)	16	53	2	Western Cape	National	Major Metro ...	3389	97.24	161.76	5481.93	10
<input type="checkbox"/> 5FM	(Q)	8	383	11	National	National	Metropolitan	3389	356.27	133.39	4520.38	10
<input type="checkbox"/> 94.2 Jacaranda	(U)	13	377	11	Gauteng	National	GP/MP	3389	577.05	109.11	3697.42	10
<input type="checkbox"/> 94.5 Kfm	(Q)	15	280	8	Western Cape	National	Metropolitan	3389	508.10	99.83	3383.03	10
<input type="checkbox"/> 94.7 Highveld Stereo	(Q)	13	443	13	Gauteng	National	Metropolitan	3389	680.20	99.24	3363.03	10
<input type="checkbox"/> 99.2 YFM	(Q)	8	135	4	Gauteng	National	Metropolitan	3389	124.25	283.54	9608.83	10
<input type="checkbox"/> Algoa FM (Radio Algoa)	(Q)	13	141	4	Eastern Cape	National	Port Elizabeth	3389	215.92	67.37	2282.94	10
<input type="checkbox"/> Bay FM	(Q)	8	14	0	Eastern Cape	National	None	3389	13.29	538.04	18233.40	10
<input type="checkbox"/> DFM (the Border Drive)	(Q)	0	14	0	Eastern Cape	National	Metropolitan	3300	13.30	014.11	27500.94	10
<input type="checkbox"/> Rush Radio 89.5 fm	(Q)	4	1	0	Western Cape	National	Metropolitan	3389	26	22605.40	766060	10
<input type="checkbox"/> Capricorn FM Lrg Urban Measure only	(Q)	13	36	1	National	None	None	3389	55.29	353.05	11964.13	10
<input type="checkbox"/> DK1 FM Stereo /fm fm	(Q)	3	5	0	Eastern Cape	National	East Londo...	3389	1.63	1772.62	161736...	10
<input type="checkbox"/> Classic FM 102.7	(Q)	9	97	3	Gauteng	National	Metropolitan	3389	100.69	197.89	6706.15	10
<input type="checkbox"/> DYR 105.1 FM	(Q)	12	2	0	KwaNatal	National	KZN	3389	3.45	4237.94	143616...	10
<input type="checkbox"/> East Coast Radio (ECR)	(Q)	16	378	11	KwaNatal	National	Metropolitan	3389	719.29	62.03	2102.06	10
<input type="checkbox"/> Eden FM	(Q)	8	7	0	National	None	None	3389	7.03	602.12	20404.75	10
<input type="checkbox"/> BARGAS 99.5	(Q)	12	116	3	KwaNatal	National	Metropolitan	3389	166.81	199.39	6757.00	10
<input type="checkbox"/> GOOD HOPE FM	(Q)	8	140	4	Western Cape	National	Cape Town	3389	127.97	137.14	4647.47	10
<input type="checkbox"/> Heart 104.9 FM (P4 CAPE TOWN 104.9 fm)	(Q)	12	145	4	Western Cape	National	Metropolitan	3389	199.60	99.58	3374.56	10
<input type="checkbox"/> Winkies Radio 101.5 fm	(Q)	12	28	1	KwaNatal	National	Greater Dur	3389	42.77	399.16	9755.30	10

Station Selection

Click on the stations in the list to include or exclude them from the campaign. The number of stations currently selected is always shown in the top right hand corner.

Select, Find and Clear – lets the user search for stations quickly. By entering the station name/s in the text box:

- “Find” will find every station with that name in the list.
- “Select” will automatically select every station with that name.
- “Clear” will clear any stations with that name. If the text box is empty then it will clear all stations.

The user can also click on the campaign menu and select Station selection in order to get to the station selection screen

Sorting

The user can sort the list at any time by Hours, Reach, Reach%, Region, Population, Ave. Ratings, Ave. CPT, Ave. CPP, SI Reach, SI Ratings, by clicking on the column header. The user can also sort by multiple selections. For example, the user can sort by Reach and Profile by clicking on Reach, then press and hold down the CTRL key and click Profile. This can be done with any two column headers.

For example:

Profile - Stations can be sorted in order of Profile. Here the target market you have chosen is compared to the profile of each station. RBP will then list the stations according to their compatibility with your target market.

Reach - Stations can be sorted in order of Reach either nationally or within each Region. Both the Reach in thousands and the Reach percentage for the station is displayed.

Include in View

The view can be restricted to include only Commercial, Non Commercial, FM, AM, or Group stations as desired. Simply click on the appropriate options in Include in view. RBP will remember these next time you use the station selector.

Options

Save: The user is able to save list of stations to a file for use in later analysis

Load: If you have a previously saved station list, you can click on Load..., in order to add that list to your current selection.

Rch Analysis (Reach Analysis): This will allow the user to see the Solus reach of each of the selected stations. In addition it is able to show you what additional reach any other stations that are considering, will contribute to the campaign. This helps ascertain which stations add no additional reach and those that will add a large additional reach if included.

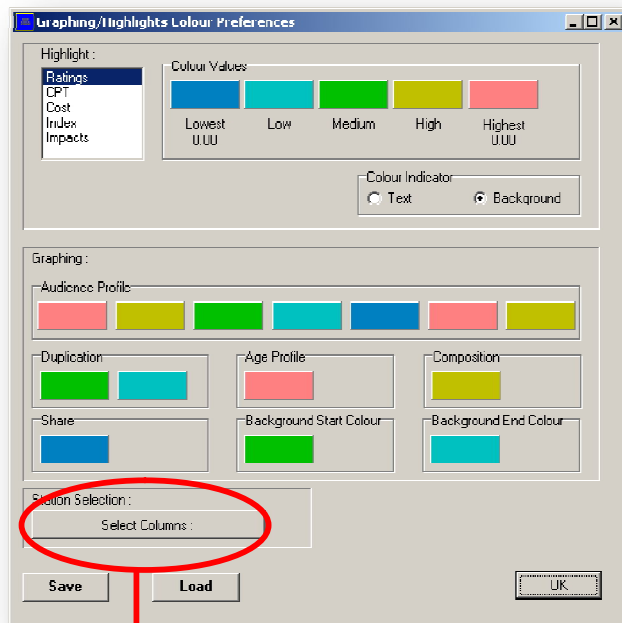
Station Name	Reach	Reach %	Solus	Solus %	Additional	Additional %
5fm	267.9	6.7	208	5.2		
94.7 Highveld Stereo	135.4	3.4	85	2.1		
702 Talk Radio	20.4	0.5	5	0.1		
567mw CapeTalk	7.7	0.2	4	0.1		

	Reach	Reach %
Total Selected	0	0.0
Total	365	9.07

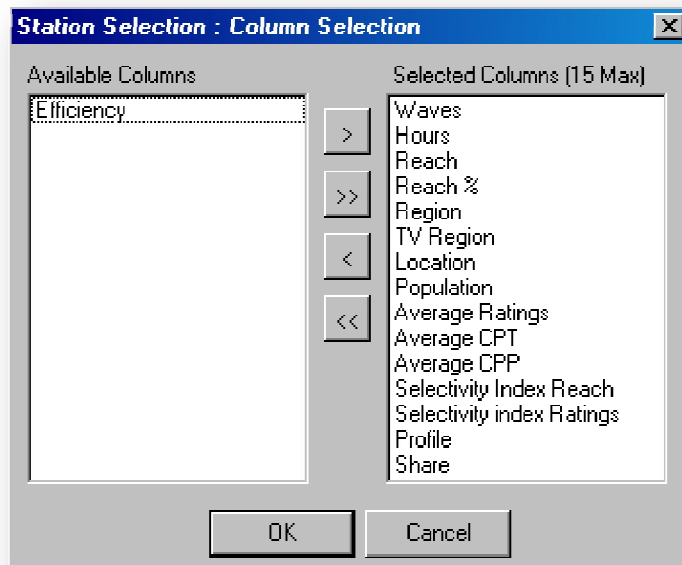
In order to see the maximum reach the user can achieve with the selection of stations in one week, the user highlights the stations to be used, click on Calculate additional and the results will appear in the **Total Selected** result box at the bottom of the window. The **Total** results indicates the maximum reach that can be achieved by all stations included in the station list.

Keep Stns: Will retain the selected stations for use in a plan.

Preferences



When doing planning, the user can set the different options (Ratings / CPT / Cost / Index / Impact) to show the different colours in order to do planning on a 2D level. The graphing options are also in colour format.



At the bottom of the screen, there is a "Select Columns" button which will enable the user to add columns or take out columns in the analysis.

For a description of each, please see glossary section.

Results

After the user has input all the different variables, they can either click on the Tab or Rank options. The Tab option, with run the analysis and display all the data items underneath each other as row headings. The Rank option will display all the data items next to each other as column headings. See examples below:

Tab Option

Default	Data Items	Decimal places	Filter	Highlight	Colour Tiles								
		Week Total	Mon	Tue	Wed	Thur	Fri	Sat	Sun				
RBN	Ave. Hrs	19.9	4.4	4.4	4.4	4.5	4.4	4.4	4.1	4.1			
	Reach	548.6	395.9	382.3	389.8	363.8	369.7	312.5	269.3	269.3			
	%Reach	15.2	11.7	11.3	11.5	10.7	10.9	9.2	7.9	7.9			
	Total Hrs	10,916.6	1,759.6	1,696.7	1,722.1	1,626.0	1,622.7	1,385.9	1,103.6	1,103.6			
	Population	3,388.8	3,388.8	3,388.8	3,388.8	3,388.8	3,388.8	3,388.8	3,388.8	3,388.8			
	Weekly Reach	548.6	395.9	382.3	389.8	363.8	369.7	312.5	269.3	269.3			
5FM	Ave. Hrs	7.0	2.7	2.3	2.3	2.6	2.4	2.4	2.6	2.6			
	Reach	382.9	196.0	180.0	191.2	179.0	193.3	157.7	129.0	129.0			
	%Reach	11.3	5.8	5.3	5.6	5.3	5.7	4.7	3.8	3.8			
	Total Hrs	3,018.4	519.6	417.4	449.0	459.2	464.1	370.9	338.1	338.1			
	Population	3,388.8	3,388.8	3,388.8	3,388.8	3,388.8	3,388.8	3,388.8	3,388.8	3,388.8			
	Weekly Reach	382.9	196.0	180.0	191.2	179.0	193.3	157.7	129.0	129.0			
METRO FM	Ave. Hrs	9.4	2.9	2.8	2.4	2.9	2.9	3.4	3.9	3.9			
	Reach	544.8	208.0	223.7	238.9	228.3	226.9	246.0	300.8	300.8			
	%Reach	16.1	6.1	6.6	7.0	6.7	6.7	7.3	9.1	9.1			
	Total Hrs	5,141.7	601.8	613.6	577.0	656.0	656.0	637.5	1,126.3	1,126.3			
	Population	3,388.8	3,388.8	3,388.8	3,388.8	3,388.8	3,388.8	3,388.8	3,388.8	3,388.8			
	Weekly Reach	544.8	208.0	223.7	238.9	228.3	226.9	246.0	300.8	300.8			
94.7 Highveld Stereo	Ave. Hrs	13.0	3.3	3.0	3.0	3.0	3.2	3.0	3.0	3.0			
	Reach	443.1	267.2	270.3	271.6	282.1	276.6	223.8	160.9	160.9			
	%Reach	13.1	7.9	8.0	8.0	8.3	8.2	6.6	4.7	4.7			
	Total Hrs	5,762.7	880.1	899.8	899.2	929.4	889.2	735.9	529.1	529.1			
	Population	3,388.8	3,388.8	3,388.8	3,388.8	3,388.8	3,388.8	3,388.8	3,388.8	3,388.8			
	Weekly Reach	443.1	267.2	270.3	271.6	282.1	276.6	223.8	160.9	160.9			
94.2 Jacaranda	Ave. Hrs	13.0	3.4	3.4	3.4	3.4	3.5	3.5	4.0	4.0			
	Reach	376.6	224.3	233.0	211.2	226.0	224.8	153.9	130.2	130.2			
	%Reach	11.1	6.6	6.9	6.2	6.7	6.6	4.5	3.8	3.8			
	Total Hrs	4,888.8	762.3	788.4	720.6	774.0	783.8	537.9	521.4	521.4			
	Population	3,388.8	3,388.8	3,388.8	3,388.8	3,388.8	3,388.8	3,388.8	3,388.8	3,388.8			
	Weekly Reach	376.6	224.3	233.0	211.2	226.0	224.8	153.9	130.2	130.2			

Rank Option

Default	Data Items	Decimal places	Filter	Highlight	Colour Tiles																			
						Week Total						Mon						Tue						
						Ave. Hrs	Reach	%Reach	Total Hrs	Population	Weekly Reach	Ave. Hrs	Reach	%Reach	Total hrs	Population	Weekly Reach	Ave. Hrs	Reach	%Reach	Total hrs	Population	Weekly Reach	
1.	RSG					19.9	548.6	16.2	10,916.6	3,388.8	548.6	4.4	395.9	11.7	1,759.6	3,388.8	395.9	4.4	382.3					
2.	5FM					7.9	382.9	11.3	3,018.4	3,388.8	382.9	2.7	196.0	5.8	519.6	3,388.8	196.0	2.3	180.0					
3.	METRO FM					9.4	544.8	16.1	5,141.7	3,388.8	544.8	2.9	208.0	6.1	601.8	3,388.8	208.0	2.8	223.7					
4.	94.7 Highveld Stereo					13.0	443.1	13.1	5,762.7	3,388.8	443.1	3.3	267.2	7.9	880.1	3,388.8	267.2	3.3	270.3					
5.	94.2 Jacaranda					13.0	376.6	11.1	4,888.8	3,388.8	376.6	3.4	224.3	6.6	762.3	3,388.8	224.3	3.4	233.0					
6.	East Coast Radio (ECR)					16.1	377.9	11.2	6,093.9	3,388.8	377.9	3.8	262.8	7.6	993.7	3,388.8	262.8	3.6	243.5					
7.	94.5 Kfm					15.4	280.3	8.3	4,304.6	3,388.8	280.3	3.4	194.8	5.7	665.7	3,388.8	194.8	3.2	198.8					
8.	Ukhozi FM					12.8	192.2	5.7	2,453.3	3,388.8	192.2	3.2	129.0	3.8	418.3	3,388.8	129.0	2.9	111.3					

For explanations on the different data items, see section covering Menu Option.

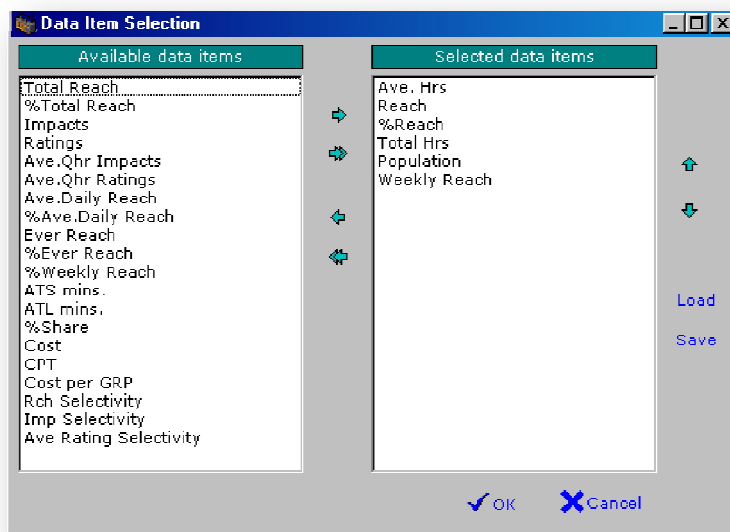
Menu Option

Default Data Items Decimal places Filter Highlight Colour Tiles

Default

This will reset any filter or highlights that have been added to the run to its original state.

Data Items



Total Reach: Number of the target population reached.

% Total Reach: Percentage of the target population reached.

Impacts: Number of impacts per week.

Ratings: Number of ratings per week. Calculation: Total Impacts / Population

Ave. QHR Impacts: Average quarter hour impacts. Calculation: Total Impacts / Quarter hours

Ave. QHR Ratings: Average quarter hour ratings. Calculation: Total Ratings / Qhrs per time period.

% Ave. Daily Reach: Percentage of the average daily reach. Calculation: Ave daily reach / Population

Ave. Daily Reach: Average daily reach. Calculation: Sum of daily Total reach (Mon-sun) / 7

Ever Reach:

% Ever Reach:

% Weekly Reach: percentage of the target population reached – NOTE: Does not take into account simultaneous listening.

ATS Mins: Average time (in minutes) spent listening by the target market, in the timeband specified. This counts only people who have listened within the specified timeband into account. Calculation: Impacts *15 / Total reach

ATL Mins: Average time (in minutes) spend listening by the target market in the timeband specified. This counts everyone in the target market. So people who have and have not listened will be counted. Calculation: Impacts *15 / Population

% Share: Percent share of the total market including both commercial and non-commercial stations.

Cost:

CPT:

Cost per GRP:

Rch Selectivity: Reach Selectivity total. Calculation: (Cell reach 000's / total cell reach 000) / (Row reach total 000's / Total)

Imp Selectivity: Impact Selectivity. Calculation: (Cell Impacts 000's / Total cell impacts 000's) / Row impacts total

Ave Rating Selectivity: Ave Rating selectivity. Calculation: (Cell Ave Rtg sel 000's / total cell Ave Rtg sel 000's) / (Row ave Rtg Selectivity 000's / Total)

Ave Hrs: Average Hours listened. Calculation: Total Hours / Reach

Reach: The number of different people who are exposed to a schedule of advertisements – NOTE – Takes Simultaneous listening into account

% Reach: The percentage of different people who are exposed to a schedule of advertisements – NOTE – Takes Simultaneous listening into account

Total Hrs: Total hours listened

Population: The number of people in thousands, within a particular region

Weekly Reach: Number of people within the target population reached per week – NOTE – Does not take into account simultaneous listening

Decimal Places

Glossary

A

Average Rating:

Average weekly ratings. Calculation: $\text{Weekly Hours} \times 4 / \text{Population}$

Average CPT:

Average Cost per Thousand. Only works when using the ratecard costing method. Calculation: $\text{Weekly hrs} \times 4 / \text{cost}$

Average CPP:

Average Cost per Point. Calculation: $\text{Weekly hours} \times 4 / \text{Population}$

E

Efficiency:

Advertising audience size in comparison with the cost of placing the advertising; usually expressed as a cost-per-thousand exposed audience units.

H

Hours:

Total weekly hours listed

L

Location:

Location of the radio station

P

Population:

The number of people in thousands, within a particular region

Profile:

The percentage of target hours in the base hours. Calculation: $\text{Target hours} / \text{Base hours} \times 100$

R

Reach:

The number of different people who are exposed to a schedule of advertisements.

Reach %:

The percentage of different people who are exposed to a schedule of advertisements.

Region:

Radio region the station falls into

S

Selectivity Index Ratings:

In terms of ratings, it is the likelihood of the target demographic listening to the station. The Calculation: $\text{Target ratings} / \text{Base Ratings} \times 100$

Target / Base population

Selectivity Index Reach:

In terms of reach, the likelihood of the target demographic listening to the station. The Calculation: $\text{Target reach} / \text{Base reach} \times 100$

Target / Base Population

Share:

Share of listening. Calculation: $\text{Target hours} / \text{Base hours}$

T

TV Region:

TV region the station falls into (Not applicable to SA market)

W

Waves:

This data apply to UK market and not SA market